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(Announcements)

ADMINISTRATIVE PROCEDURES

EUROPEAN COMMISSION

Preparatory action ‘Circulation of films in the digital era’ — Call for proposals 2013

(2013/C 140/08)

1. Objectives

On 12 December 2012, the European Parliament adopted a EUR 2 million budget for the second year's operation of the preparatory action entitled ‘Circulation of films in the digital era’. The purpose of this action is to investigate innovative strategies for the dissemination of European films (cinema screenings, DVDs, video on demand, festivals, television channels, etc.).

The main aim is to establish conditions under which broadcasting media may more readily complement one another, so that European films can cross national borders more easily and reach a wider audience within the European Union.

2. Eligible actions

The preparatory action will support projects designed to test the simultaneous (or virtually simultaneous) release of films across all media and in several European territories.

The projects — which will be restricted to European cinematographic works and to the distribution thereof within the EU Member States — must cover a significant number of films and territories.

This size-related parameter is essential if meaningful lessons are to be drawn from the preparatory action and if the latter is to be established as an aid to decision-makers within the public authorities and the European film industry.

Hence, projects must also include the organisation — at the end of the action — of a public meeting at which the main results of the investigations carried out and the lessons drawn from them will be presented to film workers and public authorities.

3. Eligible applicants

In order to be eligible, proposals must be submitted by a consortium which meets the following three criteria:

- the consortium must include undertakings or organisations associated with the audiovisual markets (producers, sales agents, distributors, rights holders, marketing companies, cinemas, providers of video on demand, etc.),
- all the members (coordinators and partners) of the consortium must have their registered office in an EU Member State,
- the consortium must include at least two sales agents.

The contribution applied for by the consortium may not exceed 70 % of total eligible project costs.

4. Award criteria

Eligible applications will be awarded a mark (maximum points: 100) on the basis of the following weighting:

Award criterion No 1: quality of the activity content (50 points):

- number, diversity and complementary nature of the films and territories covered by the action (15 points),
- suitability of the marketing strategy (15 points),
- relevance of the strategies implemented in order to examine the issue of complementarity between territories and distribution sectors (15 points),
- degree of innovation of the action (5 points).

Award criterion No 2: management of the project (50 points):

- quality of the applicant consortium (10 points),
- quality of the project and consortium management plan (15 points),
- quality of the proposed methodology for collecting, analysing and putting into perspective the results obtained (15 points),
- cost/benefit of the proposed action (10 points).

5. Budget allocated to projects

EUR 1 994 000 will be available in connection with this call for proposals. The Commission's financial support may not exceed 70 % of the total eligible costs.

The financial contribution will be awarded in the form of a grant.

6. Deadline for submission

Applications must be sent by **6 September 2013** at the latest to:

European Commission
Directorate-General for Education and Culture
Directorate E — Culture and Creativity
Unit E3 — Creative Europe Programme — MEDIA
Office: J-70 01/141
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

7. Full details

The work programme, guidelines and application forms may be obtained at the following address:

<http://ec.europa.eu/media>

Applications must comply with all the instructions set out in the guide, must be submitted by means of the forms supplied and must contain all the information and annexes referred to in the full text of the call for proposals.
